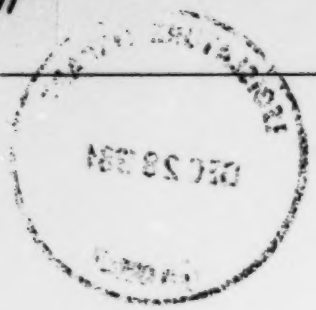
85-2017/



AWARDS WON BY ACCESS, 1983-84

***12th Annual ACTRA Awards, Edmonton**

Game Plan
• Best Writer Television Drama shared by Peter Adamski and Michael Sturko

• Earle Grey Award for Best Acting Performance: Joe Galland

Listening to Literature:
"The Great Gilly Hopkins"
• Best Radio Program
• Best Writer Radio Drama: Bill Williams

FjPi-29: The Strathcona Archaeological Site
Best Writer Television Documentary/Public Affairs: David Campbell

The Falkland Islands Crisis
Best Writer Radio Documentary/Public Affairs: Lynda Hodges

Our Nearest Neighbour:
"Roaring Twenties, Dirty Thirties"
Best Radio Program

25th American Film Festival, New York City

Game Plan
Red Ribbon

Design for Independence:
"Attitude Is Everything"
Red Ribbon

†10th Annual AMPIA Film Festival, Edmonton

Landscapes: "Aspen Parklands"
Best Wildlife

‡AMTEC Media Festival ("Confluence '83") McGill University, Montreal

Living Waters Edukit
Award of Excellence

Child Development:
"Harmony of Dimensions"
Special Merit Award

The Children's Broadcast Institute Program Awards, Toronto

The Garage Gazette: "Our Own Newspaper"
Award of Excellence

Chicago International Film Festival ("Intercom '83")

Medical/Legal Issues: "Informed Consent"
Certificate of Merit

12th Annual Conference of the Western Educational Society for Telecommunications, San Francisco

That There Is Brokenness:
Hiroshima Remembered (CKUA)
Best of W.E.S.T. Award

Power Plays:
"Democracy and the Planned Economy" (CKUA)
Best of W.E.S.T. Award

Nursing Preceptorship:
"Scenarios for Discussion"
Best of W.E.S.T. Award

The Parent Puzzle:
"Contracting Responsibility"
Merit Award

Ukrainian Folktales: "Stories of the Fox"
Merit Award

19th Yorkton Short Film and Video Festival

Landscapes: "Aspen Parklands"
1st Prize for Best Videography

* Alberta Motion Picture Industries Association
† Association for Media and Technology in Canada
‡ The Alliance of Canadian Cinema, Television and Radio Artists

ACCESS ALBERTA ELEVENTH ANNUAL REPORT

April 1, 1983 - March 31, 1984

Board of Directors 2

Letter of Transmittal 3

President's Report 4

Client Services Division 6

- Early and Basic Education
- Higher and Further Education
- Supplementary Role Programming
- Planning and Research

Operations Division 10

- Instructional Technology
- Field Services Branch
- Print-Support Services
- Media Resource Centre
- Project Management Unit
- Calgary Operations Unit
- Edmonton Operations Unit
- Special Projects Unit
- Market Development
- Acquisitions and Scheduling Unit

ACCESS Radio CKUA 14

Administrative Services Division 16

- Financial Services
- Personnel Services
- Information Systems

Private Sector Shares 18

Financial Statements 19

Organization Chart inside back cover

ACCESS is the registered trade style of The Alberta Educational Communications Corporation. The Corporation was established by provincial statute (Bill 45, The Alberta Educational Communications Corporation Act) assented to May 10, 1973, and proclaimed October 17, 1973. Its purpose is to provide a framework within which educational broadcasting and the development, production, and distribution of educational programs and materials can take place. Aside from self-generated revenues, ACCESS is funded by a provincial government grant.

Chairman
Dr. Jack Snedden, Medicine Hat

Vice-Chairman
Ms. Donna Fraser, Calgary

Mr. Don Bahnuik, Edmonton
Dr. Des Berghofer, Edmonton
Mr. Glen Buick, Edmonton
Mr. Clem Collins, Grande Prairie
Dr. Mel Fenske, Edmonton
Mr. Jack J. Kane, Edmonton
Mr. John Keast, Taber
Mr. Robert Labelle, Calgary
Mr. John McKay, Calgary
Mr. Ken Murricane, Edmonton
Mrs. Eleanor Thomson, Calgary
Mr. Jim Woronuik, Edmonton

President and Chief Executive Officer
Peter L. Senchuk

Secretary to the Board
Roberta M. Gamble

LETTER OF TRANSMITTAL

September 17, 1984

The Hon. Bob Bogle
Minister, Utilities and Telecommunications
Room 228, Legislature Building
Edmonton, Alberta
T5K 2B6

Dear Mr. Bogle:

Further to the requirements of the Alberta Educational Communications Corporation Act, RSA 1980 Chapter A-18, Sec 12 (2) which states:

> "The report under subsection (1) shall be laid before the Legislative Assembly, if it is then sitting, and if it is not sitting, within 15 days after commencement of the next ensuing sitting."

it is my pleasure to provide a copy of the report for your review and for filing before the Legislative Assembly.

Sincere regards,

Dr. Jack Snedden
Chairman, ACCESS Board of Directors

Peter L. Senchuk
President and Chief Executive Officer

The most exciting ACCESS news in 1983-84 was final approval for the Corporation to proceed with the implementation of a province-wide, satellite-based delivery system of video and audio programming. The utilization of satellite technology will improve the educational communications currently provided by ACCESS and also offer the means to provide lifelong learning opportunities to all Albertans. In particular, this broadcast mode will enable ACCESS to expand its existing services in the area of distance education.

During the fiscal year, a reorganization of ACCESS took place that will enhance the Corporation's capability to meet the challenges it will face in the remainder of this decade and into the 1990s. The most important change was a realignment of Corporate functions into four divisions—Operations, CKUA Radio, Client Services, and Administrative Services—each under a General Manager.

The Operations Division has the following responsibilities: program development; program production and acquisition, plus distribution; communications and marketing; and field-service and hi-tech utilization functions. Apart from the efficiencies gained by means of this close-knit integration, it is anticipated that this particular structuring will result in greater market awareness and product promotion.

All radio operations, including program production for clients, were organized into the ACCESS CKUA Radio Division. This consolidation increased CKUA's ability to handle the complex, continuing challenge of providing Albertans with quality educational radio in an effective, appealing way.

The Client Services Division was established in order to provide a more efficient interface with various government departments and educational agencies. By means of this division's contacts and research facilities, the needs of the Corporation's varied clientele will be more closely identified.

Financial accounting, personnel, and information-system functions were integrated in the Administrative Services Division to provide ACCESS with more responsive support services. All parts of the Corporation are already benefitting from the timely assistance and up-to-date accounting this division is providing.

Other positive steps were taken during the year. Utilizing emerging technologies, ACCESS produced a number of interactive videodisc and microcomputer programs. For example, by means of the *ACCESS Academy For Microcomputers*, and several other like projects, ACCESS took a pro-active approach to the educational application of new technology in Alberta education. Indeed, the Corporation's acquisition and distribution of microcomputer educational software became a reality this past year.

Throughout the year, ACCESS maintained high standards of productivity. The increasing quality of ACCESS-produced programming was reflected in the high level of demand for its services by clients, by the 20 awards won in various industry competitions, and by the substantial increase in sales of programs compared to the previous year.

Despite the impact of financial restraint—and also despite a reorganization of personnel that effected a 2% reduction in staff—productivity increased, and, in many areas, services improved. Technical improvements included ACCESS Radio CKUA reception for many new listeners. Further, in Calgary the move to a modern, new building improved distribution and post-production facilities.

In the course of a year of considerable change, the staff of the Corporation adapted readily and efficiently to new structures and procedures and, in a year of austerity, displayed high productivity. I thank the Board of Directors, ACCESS staff—and various other associates who contributed to the Corporation's success during the year—and look forward to working with all of them as we move into the 1984-85 fiscal year to meet many new challenges, notably that of a satellite-based delivery system of educational services.

Peter L. Senchuk

CLIENT SERVICES DIVISION

Newly formed during the year, the Client Services Division is made up of four branches:

Early and Basic Education, which serves the Early Childhood Services—grade 12 sector

Higher and Further Education, which serves the post-secondary sector

Supplementary Role Programming, which serves all other government departments and agencies

Planning and Research, which has the responsibility of assessing the needs of ACCESS clients and helping to determine corporate activities.

In effect, the division is the Corporation's "front desk": the projects identified through the contacts and research of its members are delivered to the Operations Division for development, production, and distribution.

Early and Basic Education maintained its close liaison with Alberta Education during the year to identify the educational-media needs of pre-school and school-age children, their parents, and teachers. One particularly successful Early Education (ages three to seven) project produced was the 13, half-hour programs of *Harriet's Magic Hats II*. This orientation series on how a community works has been aired in Alberta and sold to TVOntario and to the Knowledge Network in British Columbia.

Of Basic Education programming aimed at teacher in-service or school-age audiences, the following projects completed were of special significance:

- *Alberta Education Physical Education Curriculum*, eight, 15-minute video programs, plus support materials, for teacher in-service training stressing balance in the overall program.
- *Juveniles and the Law*, a 20-part, docu-drama radio series of 30-minute programs on the origins and development of the law, with special emphasis on legal matters of concern to students today.
- *Psychology 20*, a multi-media kit to help students gain an understanding of how errors in perception occur, and an appreciation of the basic principles of organization within perception.
- *Ukrainian Folk Tales*, three, 30-minute video programs that use a story-theatre approach to dramatize 11 Ukrainian folk tales, thus giving Ukrainian-language students an opportunity to experience their culture through an entertaining theatrical experience.

Ukrainian Folktales: In this colorful, 3-part, story-theatre series produced by ACCESS for elementary students in the Ukrainian bilingual program, two dimwits—a goat and a ram—confuse each other while trying to identify a wolf's head

Much of the Basic Education programming produced or acquired by ACCESS was aired on the Alberta School Broadcasts by ACCESS Radio CKUA. One of the major audio projects completed in 1983-84 was the *It's Up to You* series. These 13 x 15-minute programs dramatized common family experiences, with conflicts left unresolved as a means of developing inductive, problem-solving skills based on a listener's own experience.

Learning English as a second language is a vital need of the thousands who have come to Alberta from foreign lands in recent years, and is just one of the many needs addressed by the **Higher and Further Branch**. For example, ACCESS, through its *English for Life and Work* interactive videodisc project, made an innovative contribution in instructional-media technique to this area of adult education.

Public-information programming during the year included: the *Energy Efficient Housing* series and accompanying print; several short programs that "demystified" selected chronic-health problems; a series, supplemented by print, on *Medical/Legal Issues*; and several programs about senior citizens and pre-schoolers that focused on such contemporary concerns as housing, lifestyles, and day care.

Business education, apprenticeship training, adult basic education, and technological studies were the dominant themes in the development of instructional materials for post-secondary institutions. Among the projects undertaken in 1983-84 were:

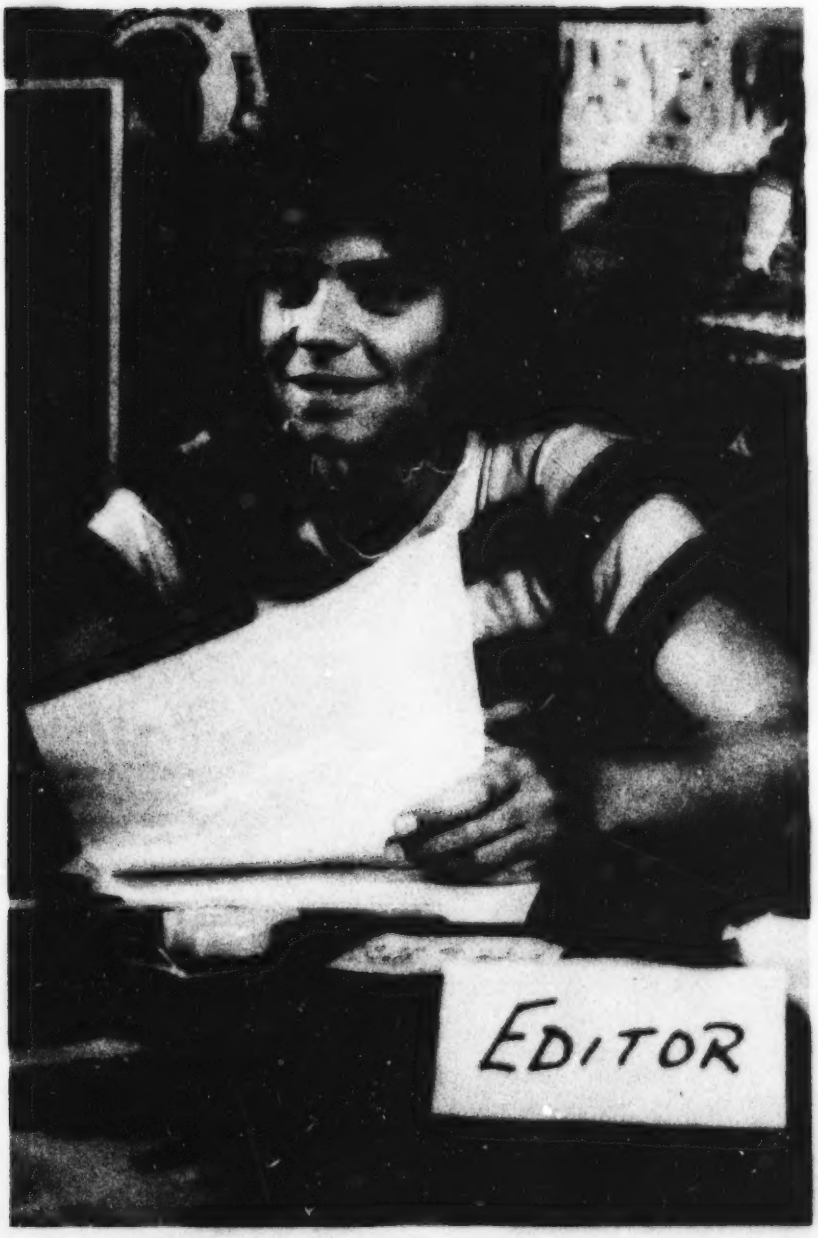
- *It's Yours for the Doing*, a continuing ACCESS Radio CKUA series on small business practices in Alberta
- the multi-media kit (video, print, and computer programs) entitled *Computer Literacy for Small Business*
- the *Compu-Van* pilot project in northern Alberta, a joint venture by ACCESS and Alberta Advanced Education that produced a mobile microcomputer learning laboratory with 14 work stations, which took new technology to communities not previously served
- a unique, multi-media, computer-based system for teaching electrical apprenticeship students.

Meeting the needs of clients who do not fit into the Early and Basic or Higher and Further categories is the primary role of the **Supplementary Role Programming Branch**. It works with, and supports the goals of:

—Alberta Culture (Visual Arts, Performing Arts, Cultural Heritage Branch, and Historical Resources)

—such other provincial government departments as Alberta Social Services and Community Health

—such provincially-supported institutions as the Alberta Alcoholism and Drug Abuse Commission



—such special provincial projects as "Universiade '83."

Some notable projects completed in Supplementary Role Programming during the year were:

- *Teenagers and Alcohol* (3 × 20-minute video)
- *Cultural Crossroads* (45 × 60-minute radio)
- *Our Alberta Mosaic* (1 × 30-minute video)
- *Alberta People Kit* (8 × 50-minute video)
- *All in the Game* (26 × 30-minute radio)
- *Legal Issues in the Marketplace* (12 × 30-minute radio).

In the reporting period, **Planning and Research** placed special emphasis on the marketing concept that the end user of ACCESS media materials and services was the Corporation's "ultimate client." This priority was reflected in two major studies:

—the ACCESS Radio CKUA Radio Study, designed to increase the Corporation's understanding of Alberta home audience needs

—the ACCESS Marketing Channels Study, which was national in scope and designed to identify the needs, preferences, and buying procedures of prospective customers of ACCESS materials.

Other important projects undertaken during the year included:

—formal-education, needs-assessment studies for the Alberta Educational Communications Authority, in co-operation with Alberta Education, the first phase focusing on the Early and Basic sector

Garage Gazette: Brad Olson plays Jay, one of an enterprising student foursome who, in the 5-part series *The Garage Gazette*, create their own newspaper because they are disappointed by the non-coverage in the press of their soccer finals.

Workers At Risk: A scene from the 6-part docu-drama series produced by ACCESS in co-operation with the Occupational Health and Safety Division of Alberta Workers' Health, Safety, and Compensation.

—the Alberta School Broadcast Study, looking at what classroom teachers need and use with respect to audio materials

—the Video Demonstration Project, the first phase of which was conducted in co-operation with Alberta Education, examining a wide range of issues related to teacher use and student use of films and videotapes

—the Public Library Survey

—the Instructional Media Centre Survey

—a comprehensive proposal draft for establishing a satellite-based, educational communications service for Alberta

—user evaluation of the *ACCESS Academy for Microcomputers*

—the Pilot Nursing Assistant Interactive Module

—evaluation of *Design of Software for Preschoolers: A Cognitive Approach.*

The branch also provided advice and assistance in such areas as the development of support materials for a variety of productions and gave research help to outside agencies on a variety of educational matters.

OPERATIONS DIVISION

Newly formed during the year, the Operations Division was made responsible for all film, video, and slide/tape production; for the publication of all print materials; and for the distribution of all ACCESS products. In addition, Operations included such outreach functions as the Instructional Technology Unit, the Field Services Branch, and Market Development. By integrating within Operations all functions, from creative development to promotion of finished product, a more cost-effective, market-conscious, and future-oriented process enhanced the Corporation's service to its clientele.

During the year, much of the division's activity focused on the application of new media technologies to education, expanding the distribution and marketing of ACCESS products, and planning the implementation of a satellite network. This broadcast mode will make ACCESS video and audio programming available to virtually every Alberta institution and household equipped with cable or TVROs. However, despite the time and energy devoted to this new frontier, Operations continued to produce program units to meet the needs of the Corporation's various clients.

These achievements—reorganization, determining the satellite network, and meeting the continuing demand for ACCESS products and services—were all accomplished within the framework of financial restraint that was imposed on all government services.

Established in 1981, the role of the **Instructional Technology Unit** (ITU) was to develop practical applications of emerging technologies to enhance the Corporation's services. To fulfill this role, the Unit reached out to Alberta's educational community through a variety of programs in order to introduce new learning resources and field test their utilization.

In 1983, the ITU organized at Jasper a series of one-week, intensive computer-literacy workshops for teachers. The project, MICRO COLLEGE '83, was a joint venture with Alberta Education and the Jasper School Board, and included a children's computer camp. Several other initiatives involving computer-learning techniques were undertaken during the year. These included:

Landscapes: A panoramic view from the ACCESS series that was an award winner at the 10th Annual AMPIA Awards.

- *Learning, Logic, and LOGO*, an in-service package developed to familiarize teachers with the popular microcomputer langauge LOGO
- *English for Life and Work*, the pilot project of a sophisticated microcomputer/videodisc simulation package designed to enable new Canadians to take advantage of learning opportunities offered by educational institutions
- an *Electrical Theory Project*, consisting of computer-based materials with which a technical college can teach basic electrical concepts
- a feasibility study for the Alberta Solicitor General's department on interactive technology for training purposes.

In addition, the ITU participated in numerous workshops and conferences, providing information to educators and government officials on microcomputers and on laser videodisc technology.

The role of the **Field Services Branch** was to provide information and assistance to ACCESS clients who use, or are considering using, the Corporation's media resources.

Field Services' Media Consultants served educators in the Early Childhood, Basic, and Higher and Further sectors of the provincial education system. Their activities included both one-on-one consultation and conference presentations and covered the full range of media resources: television, radio, computers, and multi-media packages. During the reporting period, in-service microcomputer training was a priority. In addition to providing regional support for the very successful *ACCESS Academy for Microcomputers* project, some 100 presentations were made in order to help educators utilize the Corporation's inventory of computer courseware.

The production of film, video, and audio programs, and also of multi-media packages, does not obviate the need for print as an important component of ACCESS materials for educators and learners alike.

The Corporation first began publishing in the late 1970s and now has a list of titles that includes teacher guides, pupil texts, curriculum in-service materials, and adult-education studies. A few examples of these produced by **Print-Support Services** in the reporting period are:

- the tutor and trainer editions of *It Works Both Ways: Teaching Reading and Writing to Adults*
- the original and revised editions of *The ACCESS Academy for Microcomputers*
- *Ukrainian Folk Tales* Teacher's Guide
- *Elementary Physical Education In-service Manual*

- *Cultural Heritage...Your Neighborhood: Cross-Cultural Communication in a Multicultural Society—A Resource Book for Awareness and Training Programs.*
- *A Guide to Energy Efficient Housing.*

Also noteworthy was the multi-media kit *Tradition and Modernization in Asia and Africa*, the major print component of which was published by ACCESS. Produced in January, and given prescribed status by Alberta Education in the Topic C Section of the grade 8 Social Studies curriculum, the kit was reprinted in August.

The ACCESS **Media Resource Centre** (MRC) in Calgary continued to provide a province-wide service to Alberta educators. It produced and distributed 5,000 copies of the annual ACCESS catalogue, which listed the 3,634 video and 1,326 audio programs available from the Corporation, as well as numerous multi-media kits. During 1983-84, the MRC processed requests from schools for 56,000 video dubs and 10,000 audio dubs. Programs were also supplied to post-secondary institutions, to Alberta Education, and to the educational cable consortia. (Clients can provide their own tape for dubbing or buy tape for that purpose from the Centre, at cost.) In addition, the Centre's list of print materials amounted to 127 titles, and 9,500 of these learning resources were distributed at no cost to schools and other educational institutions.

During the reporting year, the Centre inaugurated an important new service: the duplication and distribution of educational computer software. Approximately 110 Apple-format computer programs, together with print-support materials, were obtained from the Minnesota Educational Computing Consortium. In the first six months of this service, 5,500 diskettes were duplicated and distributed at cost ($8 per diskette, plus $3 to $9 for accompanying print material).

The **Project Management Unit** acted as a focus in the organization and co-ordination of corporate resources allocated for the development and production of media materials. In support of project managers, the Unit vetted all project proposals and, once production was underway, disseminated progress information on a regular basis, notably the detail of cash flow and timelines.

During the reporting period, 155 projects were monitored by the Unit.

Nursing Preceptorship: A scene from the 3-part ACCESS production on the innovative concept of preceptorship, a modern approach for preparing nursing students for the realities of the workplace.

In July 1983, ACCESS Calgary moved to new facilities in the Midnapore district of south-east Calgary. The move was handled by the Calgary staff, ahead of schedule and without any delays to programming production underway at the time.

The **Calgary Operations Unit** has a staff of 31 people: educational media specialists, designers, project managers, producers, and support staff, all of whom meet a variety of ACCESS programming needs. During the reporting period, ACCESS Calgary produced 29 program units totalling 455 minutes of completed programming.

One production, *Landscapes: "Aspen Parkland,"* won six, film-industry awards. Other award-winning productions during the year included: *Nursing Preceptorship: Scenarios for Discussion, Medical/ Legal Issues: Informed Consent,* and *Open Heart Surgery: Physiotherapy.*

The *Edmonton Operations Unit* is comprised of the management, development, scripting, production, and technical staff who carry out their respective duties to meet production needs. Specifically this involves some 33 specialists, integral to which is the crew who staff our studio and mobile facilities.

The programming produced during the year included some 145 units of production and, in addition, the Unit handled numerous facility assignments for a wide range of principal-role clients.

This reporting year saw the introduction of a computer-based editing system; further laserdisc production; and experimentation with satellite transmissions, all of which have maintained ACCESS's profile in state-of-the-art technology.

A major undertaking of the year for the **Special Projects Unit** was an evaluation of low-cost, television-production techniques in the course of the production of two series: one for Alberta Education on teacher in-service, and the other for the Southern Alberta Institute of Technology on high-rise construction techniques. Alternative production approaches were compared, and both series satisfied the criteria of educational effectiveness, short development/production timelines, and low budgets. Some of the lessons learned from this project will be incorporated into mainstream ACCESS program development and production.

Four years of Special Projects experimentation with educational programming via the ANIK "B" satellite has aided ACCESS in obtaining approval to deliver its programming via ANIK "C3" satellite. The knowledge gained from this experience will assist ACCESS in implementing this major new initiative in 1985.

Bandwidth, a corporate newsletter of information on developments in educational technology, was published twice during the year by Special Projects. The Unit also participated in several provincial and national workshops to raise awareness of the education applications of emerging technologies.

In 1983-84, **Market Development** promoted ACCESS products so actively to the private sector in the province, and also to public and private sectors outside the province, that sales totalled $175,000, an increase of 98% over the previous year. Descriptive and illustrated information summaries were produced for ACCESS productions with good market potential and mailed regularly to potential buyers. The Corporation's increased emphasis on promotion during the year was exemplified by a new brochure on ACCESS programming in general, a direct-mail campaign aimed at Canadian and American target groups, and a new marketing catalogue.

The majority of revenue was generated through broadcast sales, but single-cassette sales accounted for 20% of the total. Improvements in the Corporation's contract with The Alliance of Canadian Cinema, Television and Radio Artists (ACTRA) should result in more competitive pricing of ACCESS products in coming years and thus enhance the Corporation's marketing efforts.

Keeping Alberta educators and special-interest groups informed about the Corporation's new programs is the major function of *ACCESS Magazine*, which was published five times during the year. A special 10th Anniversary issue was among these. Further, from January to March 1984, the magazine promoted a contest for children to write for the ACCESS Radio CKUA program, *Just Because We're Kids*.

The Communications Unit of the department also produced the spring and fall ACCESS Radio CKUA schedules, and *TV Hi-lites*, a monthly program listing, was distributed widely to media and to schools. On-air promotions were produced for ACCESS Radio CKUA and ACCESS television programs, and spring and fall advertising campaigns for ACCESS Radio CKUA were conducted.

Throughout the year, releases on new ACCESS programs and special events were sent to the media, generating coverage in a variety of educational, children's, and service-oriented magazines and tabloids. For example, the promotion of the *ACCESS Academy for Microcomputers* aided the success of that particular project.

At conferences both inside and outside Alberta, the Corporation's programs were promoted, and direct contact was made with potential buyers and user groups.

During the period covered by this report, the **Acquisitions and Scheduling Unit** obtained, for use throughout Alberta, 11,910 minutes or 397 half-hour units of video programming, and 7,440 minutes or 248 half-hour units of audio programming.

VIDEO

- 109 units have unlimited broadcast and duplication rights for 3 years
- 71 units have unlimited broadcast and duplication rights for 4 years
- 13 units have unlimited broadcast and duplication rights for 4 years
- 4 units have unlimited broadcast and duplication rights for 10 years
- 9 units have unlimited duplication rights for 1 year
- 3 units have unlimited duplication rights for 2 years
- 99 units have unlimited duplication rights for 3 years
- 42 units have unlimited duplication rights for 5 years
- 37 units have unlimited duplication rights in perpetuity
- 1 unit has unlimited broadcast rights for 5 years
- 1 unit has unlimited duplication rights for 4 years and unlimited broadcast rights for 3 years
- 7 units have unlimited duplication rights for 2 years and limited broadcast rights
- 1 unit has unlimited duplication rights for 5 years and limited broadcast rights.

AUDIO

- 248 units have unlimited duplication rights in perpetuity.

ACCESS RADIO CKUA

In the course of organizational changes at ACCESS implemented during the reporting period, CKUA was established as a separate division of the Corporation. Today, the division has 100,000-watt FM stereo transmitters located near Edmonton, Calgary, Lethbridge, Medicine Hat, Red Deer, Grande Prairie, Peace River, and Drumheller. Low-power rebroadcasting installations are located at Fort McMurray, Athabasca, Whitecourt, Edson, Hinton, and Spirit River. Progamming is also broadcast simultaneously on a 10,000-watt AM transmitter situated east of Nisku.

A highlight of the year was the success of efforts to renovate ACCESS Radio CKUA's most popular general-audience programs. The format and quality of *Alberta Morning*, and *News Magazine* were altered, with the result that the audience for these programs doubled. In addition, a wide range of technical upgradings was achieved, and the station continued its tradition of producing educational series of exceptional quality.

News and current affairs made up 15% of CKUA's broadcast programming. In addition to regular newscasts, this programming included *Midday Magazine, Evening Newsmagazine,* live broadcasts of Question Period during the Alberta Legislature's spring and fall sittings, *Speaker of the Week, Alberta Week, Personal Perspectives,* and various other programs with an emphasis on provincial coverage.

Music programming accounted for 65% of CKUA broadcasting in 1983-84. The word "eclectic" best describes the range of music offered on CKUA every week. Classical music, jazz, special-interest and ethnocultural offerings, folk—almost everything except current "top 40" selections—could be heard on CKUA. Indeed, the station now has one of the largest record libraries in North America.

In line with its mandate for educational broadcasts, CKUA developed, produced, and aired programs in the Early and Basic, Higher and Further, and Supplementary Role sectors. Together, these constituted the station's principal-role programming and accounted for 17% of broadcast time. During the year, CKUA produced a total of 522.5 units of principal-role

Game Plan: Stuart Carson and Joseph Golland as Charly and Frank in the award-winning ACCESS production that portrays two senior citizens who are not content just to while away their remaining days.

programming, each unit representing 30 minutes of air-time. The breakdown of these is as follows:

Early and Basic	130.5 units
Higher and Further	198 units
Supplementary	194 units

In addition, another 103 units were co-produced with the University of Calgary and the University of Alberta.

Some of the notable programming in 1983-84 was:

- *Family Matters*, a 34 × 30-minute series, supported by Early Childhood Services, Alberta Education, which addressed a variety of social issues faced by families
- *Basic Life Science: Stream Stories*, a 13 × 15-minute series, which dealt with a variety of animals common to Alberta's lakes and streams
- *Power Plays: Political and Economic Systems*, an award-winning eight × 30-minute dramatic series, which explored the foundations and characteristics of major political and economic systems of the twentieth century
- *Ragtime to Rolling Stones*, a 52 × 60-minute series in support of a course offered by Athabasca University, which provided insight into significant musical movements in twentieth-century North America.

In the development and production of CKUA's principal-role programming during the year, local actors and actresses were hired to perform in 356 roles; writer/researchers were assigned some 71 days of work; 147 scripts were written; and 45 performances were contracted from Alberta Federation of Music members.

ADMINISTRATIVE SERVICES DIVISION

During a year in which "restraint" was the watchword of government services—restraint in total expenditures and, in fact, a net reduction in staffing—the central function of the Administrative Services Division was to assist the Corporation in meeting this challenge.

Responsible for the Corporation's financial and information systems, personnel functions, and office administration, the division had a key role in increasing productivity and improving accountability. During the reporting year, it monitored all "controllable" expenditures and evaluated all existing staff positions, with the aim of eliminating duplication of function. The result was that the Corporation maintained its service and activity levels, albeit there was a 2% cut in total staff.

The long-term efficiency of ACCESS activities was complemented during the year by the introduction of a main-frame, in-house computer.

Financial control and reporting were the responsibilities of **Financial Services**. These tasks encompassed the preparation and distribution of payroll, an ongoing review of actual expenditures and budgets, and the maintenance of a fixed-asset control system. Timely and accurate financial information was essential to the planning and management of the total Corporation and its various cost centres.

For the 1983-84 fiscal year, the Corporation's provincial government grant totalled $16,133,000. Of this amount, $14,225,000 was allocated to operating expenses and $1,908,000 to capital purchases. Additional income totalling $1,609,053 was raised during the year, mainly from co-production agreements, program sales, and interest on investments.

Total operating revenue was $15,834,953, while operating expenditures totalled $15,271,909. The result was an operating surplus of $562,144. Added to the previous year's surplus, the total ACCESS operating surplus at year-end became $895,839. When approval of satellite delivery of ACCESS services was obtained at fiscal year-end, expenditures earmarked for this major initiative were deferred to 1984-85. It is anticipated that, with implementation of the new delivery system early in 1985, the surplus will be significantly reduced.

Communicating With A Purpose: In the ACCESS series that examines various modes of communication, Sybil Poppenroth (Margaret Barton) surprises a private investigator with an unusual request: she wants him to write a research paper for her.

The audited Financial Statements for the fiscal year ended March 31, 1984, are presented in the pages that follow, together with the Schedule of Operating Expenditures.

Personnel systems and procedures, including recruitment, staff development, compensation, benefits, and employee relations, are the primary responsibilities of **Personnel Services**.

During the year, a 2% reduction in ACCESS staff complement was achieved through deployment and reassignment. In addition, procedures for the contracting of employees and freelancers were substantially improved to provide the Corporation with greater flexibility and productivity. These goals were further complemented by a number of staff-development assistance programs, for both senior management and professional/technical staff.

In the compensation and benefits areas, due to the continuing limits on general and merit/performance salary increases, the emphasis was on a review of employee benefits such as group insurance and tax-deferral plans. The aim was to achieve the optimum package in line with the available budget.

The employee-relations function included the responsibility for union-management negotiations. During the year, a new collective agreement for employees affiliated with the IBEW was ratified for the 1983-84 fiscal year.

Information Systems provided management and staff with data processing and with counselling and co-ordination services on matters related to computers and office automation.

During the year, an IBM 4331 main-frame computer was installed, and its initial application software packages were brought on-line. Further, this branch completed plans for office automation and improved telephone systems, established a Diskette Duplication service for the Media Resource Centre, and provided assistance to several post-secondary educational institutions in planning in-house computer systems.

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

PRIVATE SECTOR SHARES

MARCH 31, 1984

	1983 - 84 Fiscal Year Actual Expenses		1982 - 83 Fiscal Year Actual Expenses	
	$	%	$	%
Productions				
Freelancers (scriptwriters, producers, photographers, film editors, consultants, and make-up services)	704,304	4.6	971,284	6.6
External Productions	236,459	1.5	474,795	3.2
Announcer, Performer, Musician and Copyright fees	494,382	3.2	507,251	3.5
Films, Tapes and Record Purchases	578,066	3.8	565,020	3.8
Film Processing, Film Lab and Sound Lab Services	102,480	.7	212,474	1.5
	2,115,691	**13.8**	**2,730,824**	**18.6**
Acquisitions	786,637	5.2	634,589	4.3
Purchased Air Time and Transmission	1,027,359	6.7	1,246,058	8.5
Information Services				
External Printing	282,012	1.8	396,780	2.7
Advertising	63,086	.4	75,325	.5
	345,098	**2.2**	**472,105**	**3.2**
Agency and Professional Services	104,543	.7	348,631	2.4
Building Rent, Janitorial and Security Services	1,120,480	7.3	476,603	3.2
Other General Expenses*	1,997,896	13.1	1,540,502	10.5
Total Private Sector	7,497,704	49.1	7,449,312	50.7
Total Non-Private Sector**	7,774,205	50.9	7,246,767	49.3
Total Corporate Expenditures	15,271,909	100.0	14,696,079	100.0

*Telephones, Utilities, Office Supplies, etc.
**Largely made up of Manpower Costs

To the Directors of The Alberta Educational Communications Corporation and the Members of The Alberta Educational Communications Authority.

I have examined the balance sheet of The Alberta Educational Communications Corporation as at March 31, 1984 and the statements of operations, operating surplus, capital surplus and changes in financial position for the year then ended. My examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as I considered necessary in the circumstances.

In my opinion, these financial statements present fairly the financial position of the Corporation as at March 31, 1984 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Edmonton, Alberta
June 26, 1984

F.C.A.
Auditor General

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

BALANCE SHEET

MARCH 31, 1984

ASSETS	1984	1983
Current:		
Cash and short-term deposits	$1,376,167	$1,325,776
Receivables (Note 3)	411,558	212,227
Inventories	159,347	183,443
Prepaid expenses	128,929	64,673
	2,076,001	1,786,119
Property, equipment and leasehold improvements (Note 4)	6,148,877	5,579,635
Long-term licences (Note 5)	425,379	73,500
	$8,650,257	$7,439,254

LIABILITIES AND SURPLUS	1984	1983
Current:		
Payables and accruals	$ 663,039	$ 904,601
Deferred revenue	6,967	16,378
Production credits	20,221	20,221
Advances on production (Note 6)	201,904	175,683
	892,131	1,116,883
Surplus:		
Operating surplus	895,839	333,695
Capital surplus	6,862,287	5,988,676
	7,758,126	6,322,371
	$8,650,257	$7,439,254

The accompanying notes are part of these financial statements.

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

STATEMENT OF OPERATIONS

FOR THE YEAR ENDED MARCH 31, 1984

	1984	1983
Operating grants—Province of Alberta	$14,225,000	$13,138,000
Direct costs recovered on production of programs	616,831	803,797
Revenue from program sales, video and audio dubbing (Note 8)	642,613	479,421
Interest on short-term investments	298,446	411,021
Other	51,163	43,314
	15,834,053	14,875,553
Development and production expenses	6,696,883	6,897,054
Utilization and distribution expenses	5,011,851	4,998,589
Program support expenses	3,563,175	2,800,436
	15,271,909	14,696,079
Operating surplus for the year	$ 562,144	$ 179,474

STATEMENT OF OPERATING SURPLUS

FOR THE YEAR ENDED MARCH 31, 1984

	1984	1983
Operating surplus at beginning of year	$ 333,695	$ 154,221
Operating surplus for the year	562,144	179,474
Operating surplus at end of year	$ 895,839	$ 333,695

STATEMENT OF CAPITAL SURPLUS

FOR THE YEAR ENDED MARCH 31, 1984

	1984	1983
Balance at beginning of year	$ 5,988,676	$ 4,542,085
Capital grants—Province of Alberta	1,908,000	2,339,100
Gain on disposal of equipment	20,423	4,120
	7,917,099	6,885,305
Depreciation and amortization (Note 4)	1,054,812	896,629
Balance at end of year	$ 6,862,287	$ 5,988,676

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

STATEMENT OF CHANGES IN FINANCIAL POSITION

FOR THE YEAR ENDED MARCH 31, 1984

	1984	1983
Financial resources were provided by:		
Operations		
Operating surplus for the year	$ 562,144	$ 179,474
Amortization of long-term licences, not affecting working capital	44,576	4,500
	606,720	183,974
Capital grants—Province of Alberta	1,908,000	2,339,100
Proceeds from disposal of equipment	46,337	16,084
	2,561,057	2,539,158
Financial resources were used for:		
Studio and technical equipment	888,916	1,412,964
Automobiles and trucks	59,541	26,345
Furniture, fixtures and office equipment	505,902	320,015
Leasehold improvements	195,609	521,343
Assets under construction	—	104,192
Computer software licence	396,455	—
	2,046,423	2,384,859
Increase in working capital	514,634	154,299
Working capital at beginning of year	669,236	514,937
Working capital at end of year	$1,183,870	$ 669,236

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 1984

Note 1 Authority

The Alberta Educational Communications Corporation operates under the authority of the Alberta Educational Communications Corporation Act, Chapter A-18, Revised Statutes of Alberta 1980.

Note 2 Significant Accounting Policies

Program Acquisition and Production
All direct costs of programs developed and produced by the Corporation and programs purchased from other agencies are charged against operations in the year incurred as no significant cost recoveries are normally expected from these programs after the initial year of production and broadcasting.

Inventories
Inventories consist of video and audio tapes and disks and are recorded at the lower of cost and net realizable value.

Property, Equipment and Leasehold Improvements
Property, equipment and leasehold improvements are stated at cost, less accumulated depreciation and amortization.

Buildings are depreciated on the straight-line basis over their estimated useful life of 30 years, at which time they are not expected to have any salvage value. Land improvements are amortized over a maximum term of 10 years.

Depreciation of equipment is calculated on the straight-line method and is based on the estimated useful life of each group of assets ranging from three to 10 years less 15% salvage value, except for automobiles and trucks, where the salvage value has been estimated at 30% of the original cost.

Leasehold improvements are amortized over the remaining term of the lease, plus one renewal period thereafter.

Long-term Licences
The long-term licences are recorded at cost less accumulated amortization.

Amortization is calculated using the straight-line method over a term of 20 years for the broadcast licence and five years for the computer software licence.

Capital Surplus
The capital surplus consists of capital grants to the Corporation by the Province of Alberta for the purchase of capital assets, less amounts provided for depreciation and amortization and adjustments for gains and losses on disposals of property, equipment and leasehold improvements.

Note 3 Receivables

Receivables consist of the following:

	1984	1983
Trade	319,165	144,587
Accountable advances	13,700	13,540
Other	78,693	54,100
	$411,558	$212,227

Note 4 Property, Equipment and Leasehold Improvements

	Cost	1984 Accumulated Depreciation and Amortization	Net Book Value	1983 Net Book Value
Buildings and land improvements	$ 279,956	$ 81,137	$ 198,819	$ 210,067
Studio and technical equipment	8,587,564	4,592,274	3,995,290	3,948,776
Mobile equipment	335,320	284,470	50,850	51,171
Automobiles and trucks	212,054	115,882	96,172	75,884
Computer, word processing and other office equipment	978,152	230,059	748,093	453,435
Furniture and fixtures	466,533	222,424	244,109	144,392
Leasehold improvements	1,501,059	685,515	815,544	695,910
	$12,360,638	$ 6,211,761	$ 6,148,877	$ 5,579,635

Depreciation and amortization provided for the current year totalled $1,054,812 (1983: $896,629).

Note 5 Long-Term Licences

During 1979 the Corporation entered into a long-term agreement whereby a licence to utilize certain broadcast facilities for the CKUA FM network was obtained for a 20-year period. During 1984 the Corporation entered into a computer software licence agreement in perpetuity which is being amortized over the five-year period estimated to be its useful life.

	1984			1983
	Cost	Accumulated Amortization	Net Book Value	Net Book Value
Broadcast licence	$ 90,000	$21,000	$ 69,000	$73,500
Computer software licence	396,455	40,076	356,379	—
	$486,455	$61,076	$425,379	$73,500

Note 6 Advances on Production

Advances received from outside educational institutions for anticipated costs of future program production are deposited initially into a separate bank account. Production costs relating to these programs and incurred by the Corporation are subsequently recovered by it from the advances received. The advances on production of $201,904 (1983: $175,683) represent costs to be recovered in the future.

Note 7 Commitments

The Corporation had a number of productions in progress at March 31, 1984. The costs for the completion of these productions in progress are estimated at $1,180,000 (1983: $1,956,000).

The Corporation is committed to aggregate rental payments of $9,017,884 under realty and equipment leases having an initial term of more than one year. Minimum annual rental payments during the next five years are as follows:

Year	Rental Payments
1985	$1,505,044
1986	$1,289,463
1987	$1,147,194
1988	$1,033,193
1989	$ 782,759

Note 8 Revenue from Program Sales, Video and Audio Dubbing

Program sales revenue is generated from the sale of educational television and radio programs to organizations resident outside the Province of Alberta. Revenue from program sales during the fiscal year amounted to $175,584 (1983: $88,603).

Audio and video tape required for the dubbing of programs requested by various educational institutions in Alberta is provided by the Corporation at cost. The tape costs recovered during the year amounted to $390,447 (1983: $390,818).

Other sales revenue in the amount of $76,582 (1983: nil) is generated from fees for registration and course materials and the distribution of computer diskettes.

Note 9 Comparative Figures

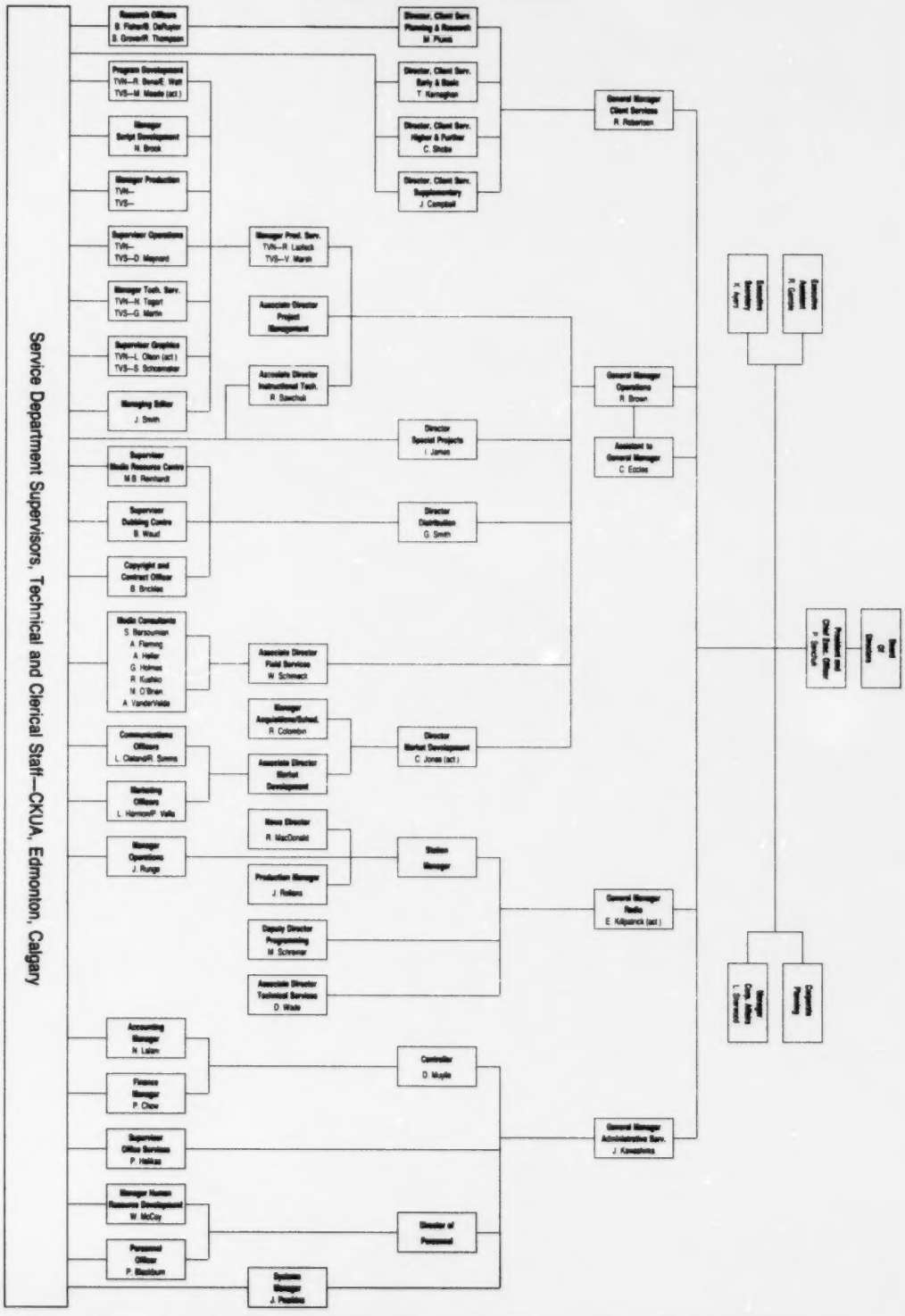
The 1983 figures have been restated where necessary to conform to 1984 presentation.

Note 10 Approval of Financial Statements

These financial statements were reviewed by management on June 26, 1984 and recommended for approval by the Board.

THE ALBERTA EDUCATIONAL COMMUNICATIONS CORPORATION

ORGANIZATION CHART



POOR

QUALITY

ORIGINAL